

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for automating product registration, comprising:
 - receiving at a time a customer purchases one or more products from a seller, and via a communication network, product registration information and associated customer information at a server associated with a manufacturer; wherein:
 - the product registration information is associated with said one or more products that are manufactured by the manufacturer, and purchased by the customer, from the seller;
 - the customer information is associated with the customer and is acquired at the time the customer purchases said one or more products;
 - generating at least one web page using said product registration information and said customer information transmitted to the server of said manufacturer at the time the customer purchases said one or more products to allow the customer to verify and update said product registration information and said customer information; and
 - completing ~~at the time the customer purchases said one or more products~~ a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information, ~~thereby completing the purchase and registration in one transaction.~~

2. (Canceled)

3. (Previously Presented) The computer-implemented method according to Claim 1, wherein said product registration information comprises a sales transaction record.

4. (Previously Presented) The computer-implemented method according to Claim 1, wherein the at least one web page is generated when said customer uses a computer to communicate with a website associated with said manufacturer.

5. (Previously Presented) The computer-implemented method according to Claim 1, wherein said customer information includes at least one of a name, address and telephone number of said customer.

Claims 6-9 (Canceled).

10. (Previously Presented) The computer-implemented method according to Claim 1, wherein:

the at least one web page allows the customer to update at least one of said customer information and said product registration information.

11. (Previously Presented) The computer-implemented method according to Claim 1, wherein:

the at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee.

12. (Withdrawn) An automated telephonic method for product registration, comprising:
receiving, from a seller, and via a communication network, product registration information and associated customer information at a voice response unit server associated with a manufacturer; wherein:

the product registration information is associated with one or more products that are manufactured by the manufacturer, and purchased by a customer, from the seller; and

the customer information is associated with the customer and is acquired at a time the customer purchases said one or more products;

receiving a telephone call at the voice response unit server from the customer;

using the voice response unit server to recite said product registration information and said customer information during the telephone call, and prompt the customer to verify said product registration information and said customer information; and

completing a product registration of said one or more products when the customer verifies said product registration information and said customer information.

13. (Withdrawn) The automated telephonic method according to Claim 12, wherein said customer verifies said product registration information and said customer information by speaking.

14. (Withdrawn) The automated telephonic method according to Claim 12, wherein said customer verifies said product registration information and said customer information by pressing keys on a key pad of a telephone used for the telephone call.

15. (Canceled)

16. (Withdrawn) The automated telephonic method according to Claim 12, wherein said voice response unit server automatically identifies a telephone number of the customer via a caller identification, and accesses said product registration information and said customer information based on the identified telephone number.

17. (Withdrawn) The automated telephonic method according to Claim 12, wherein said voice response unit server receives a telephone number of the customer via the customer pressing keys on a key pad of a telephone used for the telephone call, and accesses said product registration information and said customer information based on the received telephone number.

18. (Withdrawn) The automated telephonic method according to Claim 12, wherein said voice response unit server receives a telephone number of the customer via the customer speaking the telephone number, and accesses said product registration information and said customer information based on the received telephone number.

19. (Currently Amended) A computerized system for automating product registration, comprising:

a server associated with a seller for:

(a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller,

(b) associating product registration information with said one or more products,

and

(c) transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information;

wherein the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information ~~at the time of purchase of the one or more products;~~ and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information ~~at the time of purchase of the one or more products and thereby completes the purchase and registration in one transaction.~~

Claims 20 and 21 (Canceled).

22. (Previously Presented) The computerized system according to Claim 19, wherein said product registration information comprises a sales transaction record.

23. (Previously Presented) The computerized system according to Claim 19, wherein said server associated with the seller utilizes a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory.
24. (Previously Presented) The computerized system according to Claim 19, wherein the seller manually enters said customer information at said time of purchase.
25. (Previously Presented) The computerized system according to Claim 19, wherein the server associated with the manufacturer allows the customer to verify said product registration information and said customer information by generating at least one web page when said customer uses a computer to communicate with a website associated with said manufacturer.
26. (Previously Presented) The computerized system according to Claim 19, wherein the server associated with the manufacturer comprises a voice response unit server to facilitate the completion of the product registration by telephone.
27. (Previously Presented) The computerized system according to Claim 25, wherein said at least one web page allows said customer to update at least one of said customer information and said product registration information.
28. (Previously Presented) The computerized system according to Claim 19, wherein said communication network includes at least one of: an Internet, Intranet and a telecommunication network.

29. (Previously Presented) The computerized system according to Claim 25, wherein said at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee.

30. (Previously Presented) The computerized system according to Claim 29, wherein said at least one web page allows the donee to update at least one of said product registration information and said customer information.

31. (Currently Amended) A program storage device readable by a machine, tangibly embodying a program of instructions, executable by said machine to perform a method for automating product registration, the method comprising:

(a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller;

(b) associating product registration information with said one or more products;

(c) transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information; wherein:

the server associated with the manufacturer generates at least one web page using said product registration information and said customer information transmitted thereto to allow the customer to verify and update said product registration information and said customer information ~~at the time of purchase of the one or more products;~~ and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information ~~at the time of purchase of the one or more products and thereby completes the purchase and registration in one transaction.~~

32. (Previously Presented) The computer-implemented method according to Claim 11, wherein:

the at least one web page allows the donee to update at least one of said product registration information and said customer information.

33. (Currently Amended) A computer-implemented method for automating product registration, comprising:

acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller;

associating product registration information with said one or more products;

transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information; wherein:

the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information ~~at the time of purchase of the one or more products;~~ and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information

and said customer information ~~at the time of purchase of the one or more products and thereby completes the purchase and registration in one transaction.~~

34. (Previously Presented) The computer-implemented method according to Claim 33, further comprising:

utilizing a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory.

35. (Previously Presented) The computer-implemented method according to Claim 33, wherein:

the seller manually enters said customer information at said time of purchase.

36. (Previously Presented) The computer-implemented method according to claim 1 wherein said updating includes registering said one or more products for the customer or for a new donee.